



E SOURCE IS A REGISTERED TRADEMARK
OF FINANCIAL TIMES ENERGY, INC.

Across the Green Divide: The Macro Lessons

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6th Annual Green Marketing Conference
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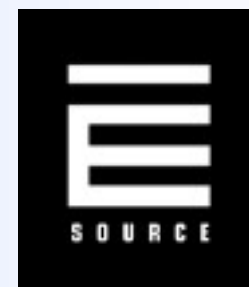
Overview

- Who is E Source?
- Research methodology
- Key lessons learned for green energy marketers



About E Source

- **E Source offers membership-based information services**
- **Member list includes:**
 - **About 80 of the 100 largest U.S. utilities**
 - **25 international utilities**
 - **52 corporate end users**



Gathering Lessons from Other Green Products

- **We profiled five green products and interviewed top marketers of each:**
 - **Green buildings**
 - **Ecotourism**
 - **Socially responsible investing**
 - **Recycled paper**
 - **Specialty coffee**

Market Research: Overview

- Existing residential customers from four different states and provinces around North America
- 1,200 15-minute phone interviews with green energy buyers
- 400 15-minute phone interviews with nonbuyers

Key Lessons Learned for Green Energy Marketers

- **Green energy is an emotional purchase**
 - Legitimacy is critical
 - Price is not the issue
- **Proper targeting saves time and money**
- **Cross-selling is effective**

Green Energy Is an Emotional Purchase

Balancing the “Me” with the “We”



BUILDING a Better World

For over 50 years, McSain has been utilizing innovative ways to create a world where the built environment can co-exist with the natural environment, while treating the land and people with respect. By making choices as to what, where, and how we build, we make a difference in the quality of life that all of us will be able to enjoy in the years to come.

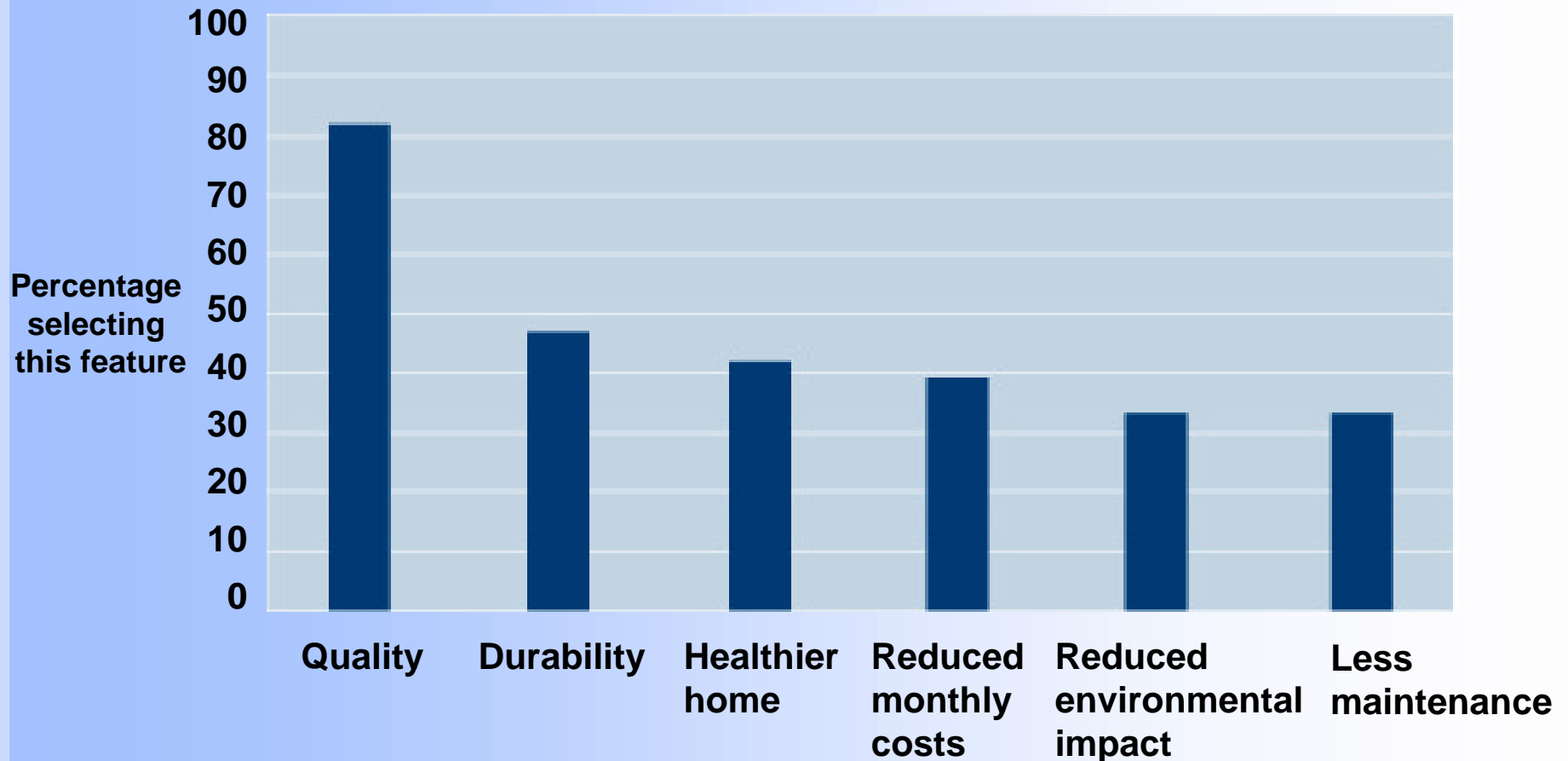
Two enormous trends are taking us rapidly away from a sustainable partnership between the built environment and the natural environment. One is the exponentially increasing

What *it* means to you

Shanahan Ridge

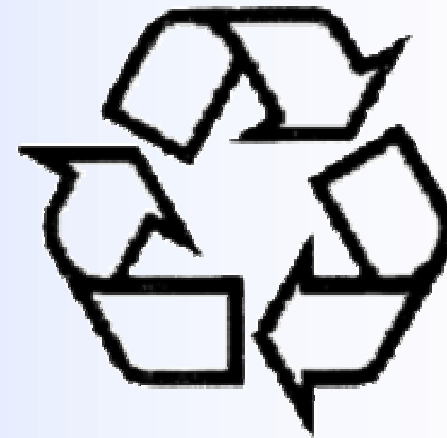
By respecting customers' aesthetic and emotional needs, as well as their physical need for shelter

Effective Green Building Value Propositions

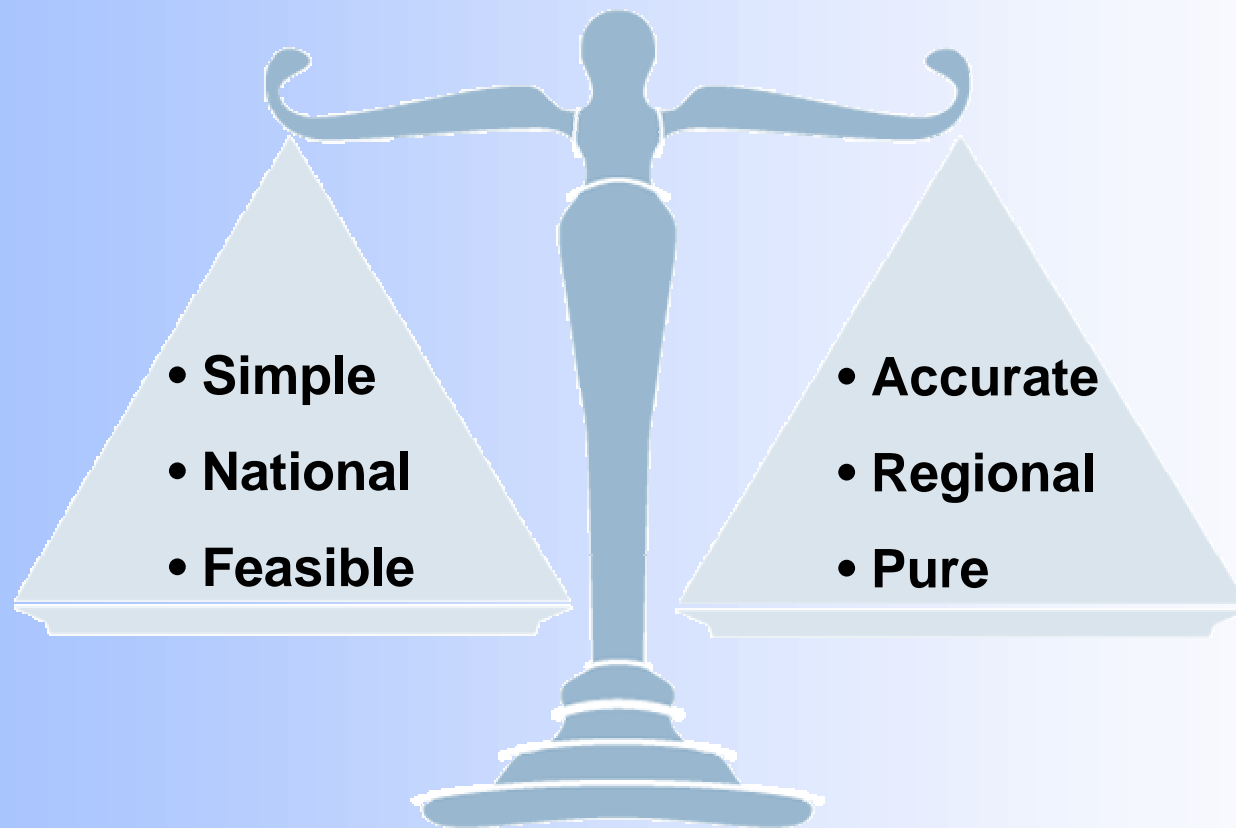


Source: David Johnston, the Cahners Residential Group

Solid Credibility and a Recognizable Symbol

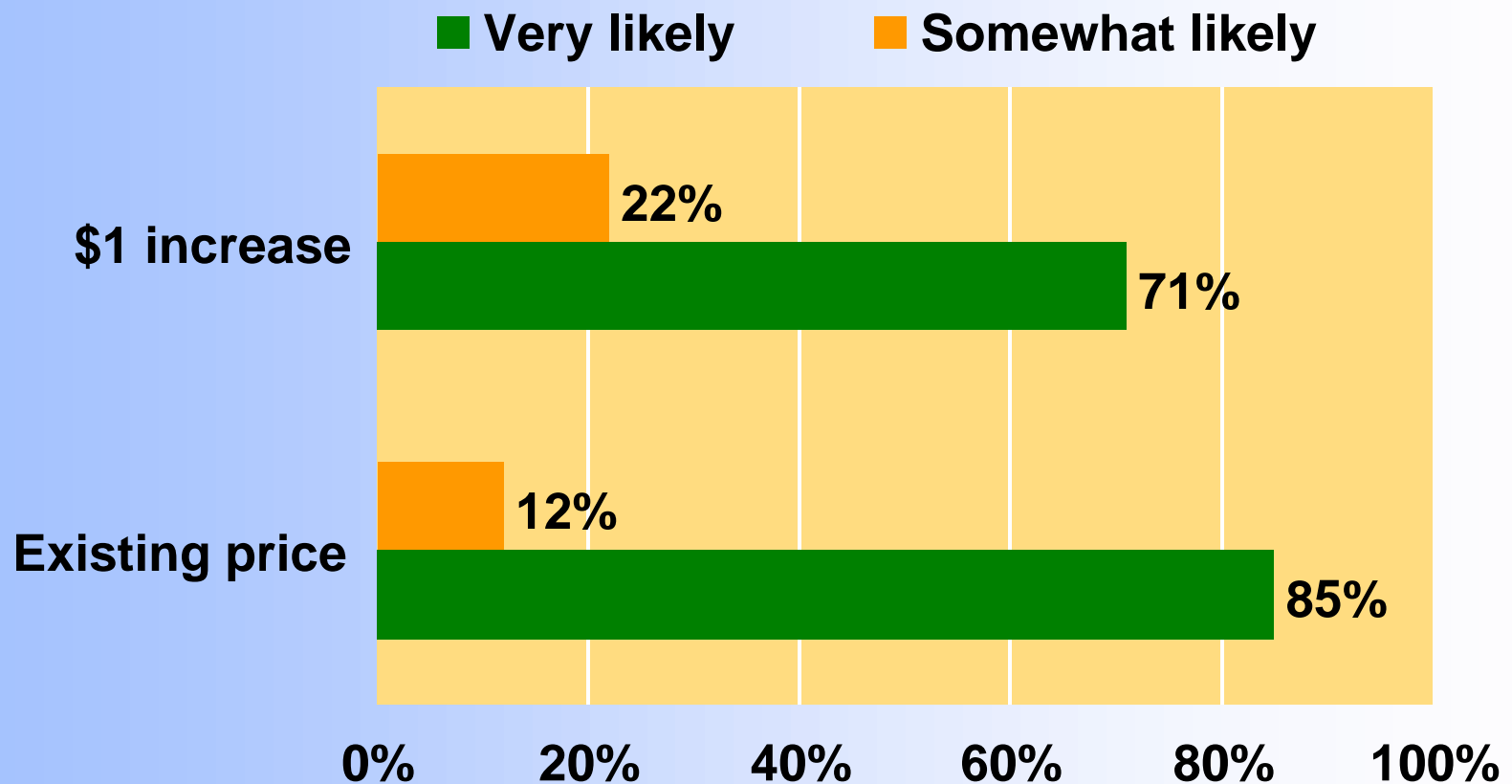


Competing Values in Establishing Certification Criteria

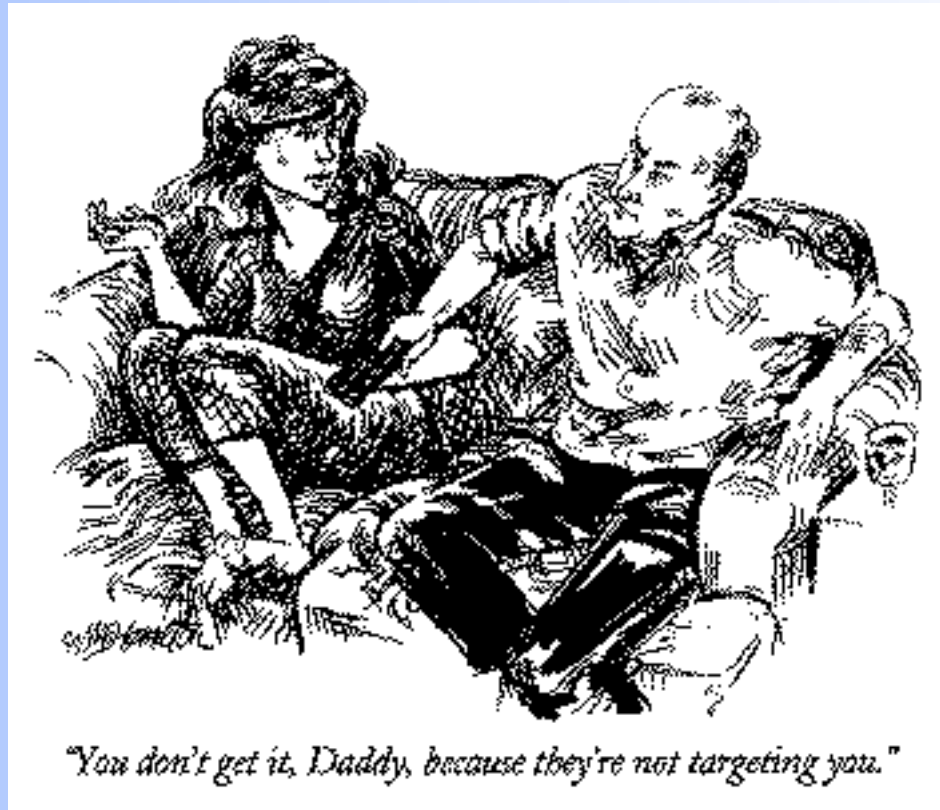


Price Sensitivity

How likely would you be to continue to participate in this program if:



Save Time: Target the Right People

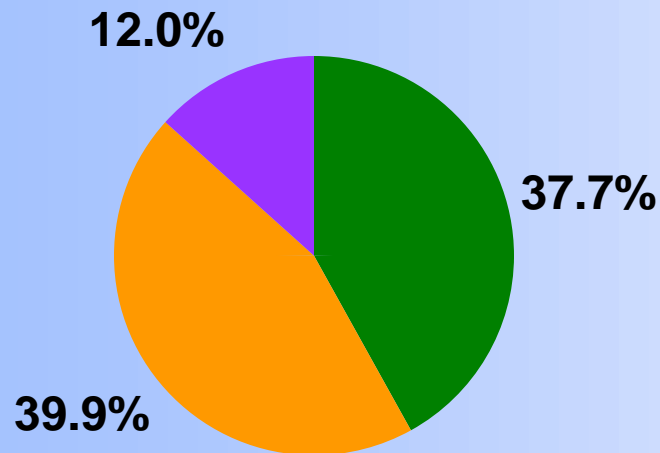


Political Beliefs

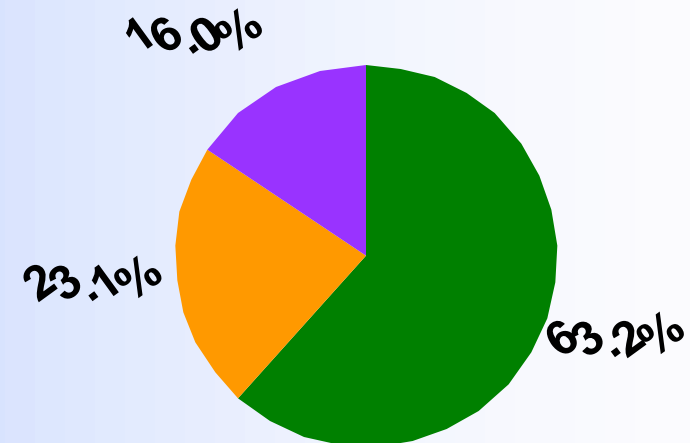
Are your political beliefs:

■ Liberal ■ Conservative ■ Other / don't know

Nonparticipants

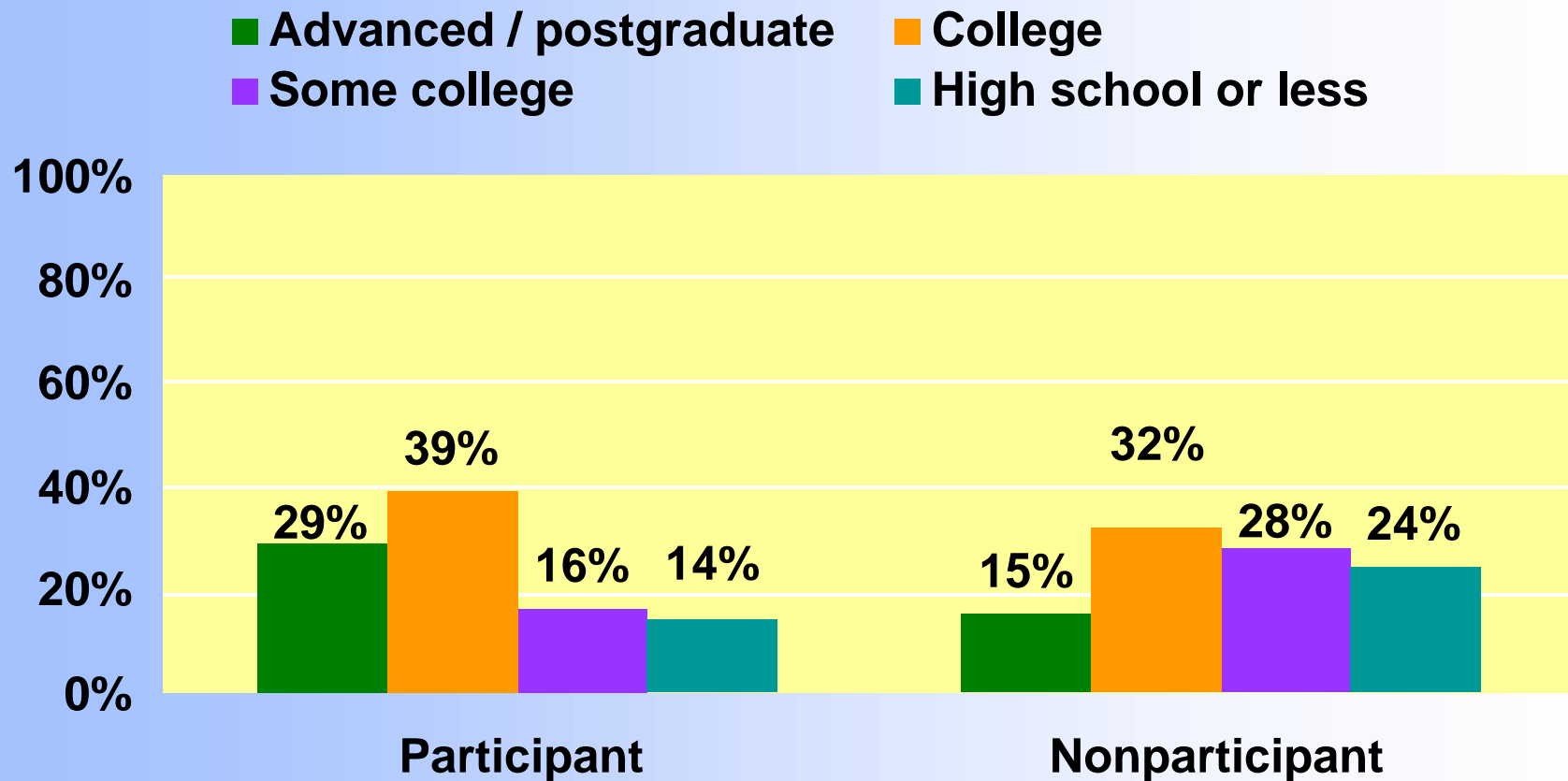


Participants



Education

What was the last grade of school that you completed?



Cross-Selling Is Effective

- **Expands the customer base**
- **Provides a personal benefit**
- **Builds the brand**

Likely Partners for Green Pricing Programs

- **Green building companies**
- **Ecotour operators**
- **Musicians and artists**
- **Health-food store chains**
- **Green mail-order houses, like Gaiam**
- **Green information providers**
- **Others? Your thoughts?**

Connect Green Energy to Images in Nature

